

ASSOCIATE PRODUCER/DIRECTOR

GRADE: 17

FLSA: EXEMPT

CHARACTERISTICS OF CLASS:

The Associate Producer/Director performs intermediate technical and professional work performing duties related to writing, producing and directing material for cable television. The incumbent works with other employees and City officials, supplying and seeking information on specialized matters and the work is performed under general direction and supervisory review. The physical demands are moderate, occasionally lifting heavy video equipment and the working conditions are good. The incumbent occasionally directs the work of one or more production assistants and coordinates production details with the Cable TV Production Specialists.

EXPECTATIONS OF ALL CITY EMPLOYEES:

- Learn and demonstrate an understanding of City, department, division and team goals.
- Serve and meet the needs of customers during routine or emergency situations.
- Ability and willingness to work as part of a team, to demonstrate team skills and to perform a fair share of team responsibilities.
- Ability to assess his/her work performance or the work performance of the team.
- Plan and organize his/her work, time and resources, and if applicable that of subordinates.
- Contribute to the development of others and/or the working unit or overall organization.
- Produce desired work outcomes including quality, quantity and timeliness.
- Communicate effectively with peers, supervisors, subordinates and people to whom service is provided.
- Understand and value differences in employees and value input from others.
- Consistently report to work and work assignments prepared and on schedule.
- Consistently display a positive behavior with regard to work, willingly accept constructive criticism and be respectful of others.

EXAMPLES OF DUTIES:

- Researches and writes long form videos, documentaries, promotional announcements, public service announcements, news stories and programs, and other types of television programs in appropriate TV form and format.
- Selects and times sound bites.
- Produces television programs by organizing, coordinating and scheduling all aspects including pre and post production, as assigned, within time and budget constraints.
- Creates and develops appropriate format and ensures programs are produced to most effectively, and interestingly, communicate using available resources.

- Plans and conducts video taped and non-video taped interviews.
- Directs live coverage of Mayor and Council meetings (specifically, work sessions) and Planning Commission/Historic District Commission/Board of Appeals meetings, including preparation, ensuring all equipment is set-up, tested, and ready for production, and including preparation of all visual elements.
- Coordinates personnel, including scheduling of part-time temporary and regular workers.
- Records and prepares meeting coverage for playback.
- Assists departments in planning and executing presentations to the Mayor and Council, Planning Commission/Historic District Commission/Board of Appeals, City staff and the public.
- Works directly with the City Manager, department directors, and outside agencies on the creative production of graphics, video presentations and displays.
- Shoots videotape in field and studio situations using professional cameras and other equipment.
- Sets up and operates professional video and audio equipment, including, but not limited to, cameras, lights, sets, props, video tape recorders, standard and computerized editors, production switcher, character generator, graphics computer, audio board, prompter, and microphones in studio and field productions.
- Creates text and graphic messages for computerized television bulletin board; maintains content of bulletin board.
- Digitizes programs for playback on video server; programs video server automation system.
- Performs other duties as required.

QUALIFICATIONS:

Required Training and Experience:

Any combination of training and experience substantially equivalent to graduation from an accredited college or university with a bachelor's degree in television production, broadcasting, communications, journalism, or related field and two years of experience in broadcast writing or production, film and video, mass communications, or related field.

Preferred Knowledge, Skills and Abilities:

- Knowledge of the technical aspects and proper use and maintenance of video recording, editing, television, audio, and related equipment.
- Knowledge of the methods and procedures necessary in coordinating, organizing and directing both live and recorded programs.
- Knowledge of the laws, rules, regulations, ordinances, etc. associated with the recording and transmission of programs.
- Knowledge of television scripting styles and format.
- Thorough understanding of the creative aspects of television production.

- Skill in the use and maintenance of video recording and editing and associated equipment.
- Skill in directing the video taping of City related events.
- Ability to write and produce professional television programs that visually communicate a desired message.
- Ability to determine technical quality of any material edited or recorded by other staff.
- Ability to trouble shoot technical problems.
- Ability to organize work and procedures and to develop schedules to meet production deadlines.
- Ability to deal effectively with and motivate individuals and groups of individuals to achieve desired goals.
- Ability to work a flexible schedule that includes regular weekday evening assignments and occasional weekend assignments.